

10 RECRUITMENT TIPS TO ATTRACT FAMILIES NOW

Starting recruitment or re-recruitment? Read on!

1. SHARE INFORMATION and flyers at events like back-to-school night, summer programs, or hold your own info session.

2. USE SOCIAL MEDIA. Create an event page on Facebook to share details and send announcements. Tag local organizations and leaders to help spread the word. Maybe even blog!

3. TARGET special groups. Is there a local science class? An active PTO? An interested nonprofit? A parent resource center? Ask them to share your flyers or partner with them.

4. MULTIPLY YOUR VOICE. Recruit interested parents and volunteers to help share information with their networks.

5. LET ROBOTS HELP. Send robo-calls or scheduled texts to invite families if your organization has the tools for that.

6. HOLD A POTLUCK at the first session. Families often show up when they're responsible for contributing.

7. FIND RESOURCES like flyer templates, recruitment slide decks, postcards, social media kit, certificates, and more. Log into your Curiosity Machine account and view the Partner Resources under units.

8. SHOWCASE participant projects or photos so families get a sneak peek into the activities. If students have done any past work, invite them to share it.

9. EMPHASIZE "At No Cost to You" and food in recruitment materials, and don't point out length of program right away.

10. PERSONAL TOUCH Have one-on-one conversations with dedicated teachers so they can recommend and recruit families.



A FEW BONUS TIPS FOR LIBRARIES & SCHOOLS

For even more ideas check out the [National Summer Learning Association](#)

Highlight family learning experiences, family bonding, or empowerment in recruitment materials.

Invite city officials to promote the program on their social media. Invite local radio or news to any recruitment events.

Make AI connections to hot topics for kids or families. Refer to movies like Black Panther or games like Minecraft to raise interest.

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